



Conservatives hold 8-point lead over the Liberals

A survey of 1,001 Canadians
Conducted from October 29 to November 1, 2010
Released: November 4, 2010

www.abacusdata.ca



Methodology

From October 29 to November 1, 2010, Abacus Data Inc. conducted an online survey among 1,001 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry.

Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

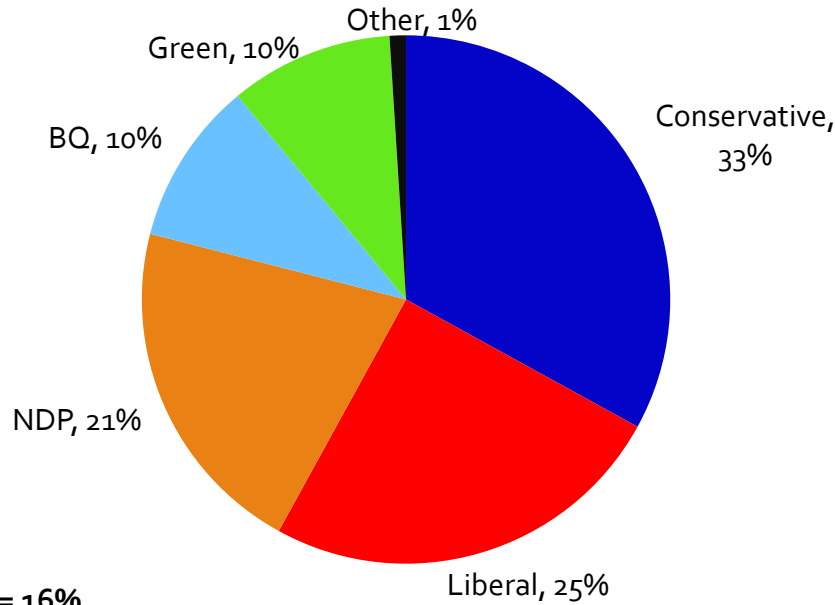


Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

**If a federal election were held today, which party would you vote for in your constituency?
(Decided Voters, n=839, includes leaners, weighted)**



Analysis

The Conservative Party leads the Liberal Party by eight points in voting preferences among decided Canadian voters.

The Conservatives have a healthy lead in Western Canada and are marginally ahead of the Liberals in Ontario.

The BQ dominates in Quebec with a 20-point lead over its nearest rivals.

The Conservatives also have healthy lead among middle-aged and older Canadians. If past voting turnout trends continue this could mean that the Conservatives may do better on Election Day.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Conservative	33%	32%	22%	35%	43%	21%	17%	36%	45%
Liberal	26%	25%	24%	21%	33%	42%	19%	31%	19%
NDP	21%	22%	25%	23%	12%	23%	16%	21%	26%
BQ	10%	10%	18%	7%	6%	-	40%	-	-
Green	10%	10%	9%	13%	7%	14%	8%	12%	10%
Other	1%	1%	1%	-	-	-	-	1%	1%
N	420	419	287	333	219	57	212	324	246

For more information about this study or Abacus Data Inc., please contact:

David Coletto, PhD
Chief Executive Officer
(613) 232-2806 x. 248
david@abacusdata.ca
Twitter.com/ColettoD

To read our analyses and blog, find us online at www.abacusdata.ca

**Abacus Data also runs the Vertex Panel:
An online research panel of Canada's leading public policy
practitioners and scholars.**



Find out more at www.vertexpanel.ca